



Attitude and Perception of Library Personnel toward Marketing Library and Information Resources in University Libraries in Kwara State

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Abstract

The study was conducted on the attitude and perception of library personnel toward marketing library and information resources in university libraries in Kwara State. The study formulated six research questions, and adopted the entire population (85) as sample study using total enumerative sampling techniques. A survey method was used in undertaking the study, in which data collected from the study were analyzed using frequency tables and percentage. The study discovered that marketing is important to providing library products and services, library products and services are marketable as librarians' perceptions of marketing library and information resources in university libraries, the study itemized the library and information resources marketed to include: In-House Publications, Audio Visual Materials, Serial Publications and Text Books, it was also discovered that library administration does not have a budget for marketing library resources and librarians do not understand the concept of marketing library resources are the major impediment to marketing library and information resources in university libraries. In conclusion, the study offered some recommendations that could position university libraries in more effective way of using marketing tools in order to maintain a good relationship with users and increase patronage.

Keywords: Attitude, perception, library personnel, marketing, library and information resources, university libraries



Introduction

Academic libraries are considered as treasures of knowledge where various information resources are being carefully identified, selected, acquired, processed, and preserved for users to have easy access to them with ease. The rapid development of information technology makes it easy for libraries to make their specialized services known to their customers. They need to make themselves visible and change the perceptions of most users who see library as a book stores or where one can only go and read. Narayana (2019) points out that the, "survival of a library depends among other things on its image in the minds of the users and the fund allocators. This image should be the outcome of the quality and effectiveness of the services, the ability to anticipate the desires and requirements of actual and potential users and their fulfillment. Marketing is the instrument through which these library objectives can be fulfilled

Marketing of library and information resources, in the context of this study, can be viewed as an attempt made by libraries to inform the public about what information products and services are available in their collections, where and when they are available and what benefits the public stand to gain from using those products and services. Marketing has been seen as a human activity that is designed to meet the demands of library patrons by means of exchange (Igbeka, 2018). It has also been defined as the process of creating and spreading awareness about the existence of the library and its products and services, through the application of diverse tools and technologies with a view to attracting users to utilize its products and services. It involves going through the public to connect people and to keep them familiar with the products and services of the library (Alkindi & Al-Suqri, 2013). It has also been conceived as an attempt made to understand the aims of the library, needs of library target users through research and organizing the library and its services to meet users' needs as well as promoting the library and its resources and services to draw the attention of target clients (Aderibigbe & Farouk, 2017).

Perception can be defined as a value-based judgement someone puts on an activity, action, individual, place or an object. Gray (2014) sees perception as either recognition, organization and meaningful interpretation of sensory stimuli or a tool used to understand and make sense out of the countless sensation that is continually experienced. Perception involves both the recognition of environmental stimuli and actions in response to these stimuli (Fasae & Adekoya, 2021). Librarians' perception of marketing library and information products and services could also determine their willingness or reluctance to engage in it (Chegwe & Anaehobi, 2015). This suggests that librarians' perception of marketing of library and information products and services could translate into certain attitude towards the process.

Attitudes are patterns of belief, believed to be predictive of behavior reflecting people's biases, inclination or tendencies that influence their response to situation, activities, and people or programme goals. According to Bhardwaj and Jain (2016), library professionals' positive attitude towards marketing is a prerequisite for a successful plan and execution to market library products and services. Effective marketing of information services is enhanced by the librarians' knowledge and skills in the area of marketing. One of the reasons hindering the adoption and application of marketing principles, strategies and tools by librarians is the low



level of knowledge and skills they possess about marketing. (Nwosu, 2010). Consequently, a librarians' attitude can facilitate or frustrate marketing of library and information products and services in university libraries. In this regard, Chegwe and Anaehobi (2015) observe that attitude among academic librarians is likely to affect marketing of library services.

Statement of the problems

In the current knowledge economy, there has been a growing trend in library practice whereby university libraries create awareness about their information resources and services with a view to increasing users' patronage of those products and services, attracting prospective patrons, keeping existing clients and improving the public image of the university libraries. This is referred to as marketing of library and information resources. Through preliminary investigation, the researchers discovered that librarians are engaged in marketing the library and information resources of their libraries by means of user education or library orientation, library tours, book fairs and exhibitions, printing of flyers, pamphlets or library use guide, labeling of directional guides, etc. As part of the marketing process, some librarians are also experimenting with social media platforms such as whatsapp, facebook, etc. Although marketing of library and information resources is an emerging practice in these libraries, it tends to be gaining ground.

Despite this, the researchers observe that some librarians in the libraries seem glued to their routine duties and appear not to create room for marketing of their library and information resources. The related previous studies available have only concentrated on academic librarians' perception of and attitude to marketing of library and information products and services in Delta, Bauchi and North-Central States of Nigeria (Akpena, 2019; Akporhonor, 2020; Chegwe & Anaehobi, 2015; Hamza & Makama, 2021). No study, to the best of knowledge of the researchers, has delved into academic librarians' perception of and attitude to marketing of library and information resources in Kwara State Nigeria. If a study is not conducted to understand and correct their perceptions and attitude, academic libraries in Kwara State Nigeria may become redundant and irrelevant, considering the upsurge of competing information service providers on campus and off campus and the proliferation of information on the internet. By extension, most students and lecturers in the libraries may stop patronizing library and information resources provided in the university libraries. With this, their purpose of supporting the cause of teaching, learning and research in the universities will be defeated. The study, therefore, investigated the attitude and perception of library personnel toward marketing library and information resources in university libraries in Kwara State.

Objectives of the study

The main objective of the study is to investigate the attitude and perception of library personnel toward marketing library and information resources in university libraries in Kwara State. The specific objectives are to:

assess the librarians' perceptions of marketing library and information resources in



university libraries in Kwara State;

- i examine the attitude of librarians towards marketing of library and information resources by librarians in university libraries in Kwara State;
- ii identify the library and information resources marketed by librarians in university libraries in Kwara State;
- iii examine the channels used for marketing library and information resources in university libraries in Kwara State;
- iv find out the impediments to marketing library and information resources in university libraries in Kwara State; and
- v examine the methods to improve marketing library and information resources in university libraries in Kwara State.

Review of Related Literature

Different librarians perceive marketing of library and information products and services in different ways. Some view it in terms of its potentials. For this reason, Gupta (2003) acknowledges that over the years, events have shown that marketing is necessary for continual existence of libraries, even though librarians hardly recognize it. Onwubiko and Onu (2002) believe that marketing library services in academic libraries can greatly help libraries reach prospective patrons who need library services but are reluctant to solicit library assistance and thus, remain unsatisfied.

In a subsequent research, Pathak and Jain (2013) show that Indian librarians perceive marketing as important to libraries. Findings from a study by Chegwe and Anaehobi (2015) reveal that academic librarians in higher institutions in Delta State, Nigeria, have a high perception of marketing library services. In a recent study, Akpkorohnor (2020) reveals that librarians in colleges of education libraries in South-South Nigeria have positive perception about marketing of library services. Similarly, result from a more recent research by Hamza and Makama (2021) indicates that 93% of library staff at Abubakar Tafawa Balewa University Library, Bauchi State, Nigeria, have very positive perceptions about marketing library services.

A number of observations and empirical studies have revealed librarians' attitude to marketing of library and information products and services. Dongardive (2013) notes that, in the past few decades, the level of interest libraries have shown in marketing their products and services can be compared to that obtainable in others sectors such as transportation, education, banking, health, insurance, etc. A critical review of literature suggests that more empirical findings indicate a favourable attitude to marketing of library and information products and services among librarians in academic libraries. Findings from a study by Chegwe and Anaehobi (2015) indicate that academic librarians in higher institutions in Delta State, Nigeria, have a positive attitude towards marketing of library services.

A subsequent research by Akpena (2019) reveals that most librarians in university libraries in North Central Nigeria have positive attitude towards marketing of information resources and services. However, findings from a study by Akphorohnor (2020) suggest that academic librarians in colleges of education in South-South Nigeria have negative attitude



towards marketing of library services. The attitude of a provider of a given service (especially library services) could positively or negatively affect the quality of the offer. Mohammed (2017) identified unfriendly posture of some library staff at the circulation and reference desks as one of the circumstances that tend to ignite frustrations among library users at the Ahmadu Bello University library. The attitude of the staff towards library services delivery has implication on user's continuous patronage of the library. One of the characteristics of services is inseparability.

There are various types of information resources and services that are provided and marketed by librarians. Chuadhary (2011), marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness. The information resources marketed by university libraries include; textbooks, databases, CDs/DVDs, E-journals, computer services, Audio visual materials, reference materials, serial publications, posters, in-house publications, etc.

Dann and Swan, (2000) suggested Newspapers as a channel of marketing library resources this is because it is flexible and timely. While newspapers are becoming more attractive to the national advertiser, they remain the principal advertising vehicle for the local advertiser. Newspapers can give an advertiser an intense coverage of a local market because a very large percentage of consumers read newspapers, Magazines are an excellent medium when high quality printing and colour are desired in an advertisement. Through general interest or special interest magazines, an advertiser can reach a selected audience with a minimum of waste circulation, Television, a third medium, is probably the most versatile and the most rapidly changing of all media. It makes its appeal through both the eye and the ear; products can be demonstrated as well as explained and Radio is another widely used medium, it as an advertising medium, radio's big advantage is its low cost. It also has a large out-of-home audience (Lamb, Hair, and McDaniel, 2004).

A major factor affecting the adoption and use of marketing in university libraries in Nigeria is librarians' attitudes toward marketing. Pathak and Jain, (2013), listed the internal and external constraints that hinder the marketing of library services. The internal constraints include: - Lack of marketing knowledge by library staff - The traditional views of libraries as mere repository collections of books and journals. - Lack of proper and adequate funding - Lack of appreciation by library staff of the fact that present library clientele are more enlightened on the library demands. The external constraints include: - Temporary market audience - Lack of commitment by some university administration officials to support the library fully. - Misdirected organizational objectives, etc.

On the role of marketing, Edewor, Okite-Amughoro, Osuchukwu, and Egreaajena, (2016) noted that the role of marketing can hardly be divorced from its relevance, but suffice it to say that marketing enables an organization to respond best to the demands and interests of its customers or consumers of its products. Clifford and Olurotimi (2018), and Ifidon, and Obaseki, (2019) identified the need for libraries to redefine their strategies so as to attract and retain potential and existing users. Olorunfemi, and Ipadeola (2019) observed that marketing is a stance and an attitude that focuses on meeting the needs of users.



Methodology

Descriptive survey design was adopted for this study because of its appropriateness to studies of this kind. The population of the study consisted librarians in three selected universities in Kwara state included university of Ilorin has 63 librarians, Al-Hikimah university has 9 and Kwara state university has 13, hence, 85 form the population of this study and the study adopt total enumerative sampling techniques. Questionnaires was instruments of data collection used in this study. Eighty-five copies of questionnaire were distributed to respondents in their offices within various unit. Out of which, 68 were completed and retrieved, resulting in response rate of 84%. The result of the responses was interpreted using simple percentage and frequency tables.

Table 1: Demography of the respondents

Gender	Frequency	Percentage
Male	28	42.1
Female	40	57.9
Total	68	100
Highest qualification		
Diploma	-	-
Higher national diploma	13	17.7
Bachelor Degree (BSc/BLIS/BLIT)	20	29.2
Master’s Degree(MSc/MLIS)	28	41.8
Doctor of Philosophy (PhD)	7	11.3
Total	68	100
Age		
<20	7	11.2
21-30years	8	14.7
31-40years	27	36.0
41-50years	23	32.3
> 51years	3	5.3
Total	68	100

Table 1 shows the demographic information of librarians in universities library in Kwara State. It revealed that larger ratio of the respondent was female 40(57.9%) while the remaining 28(42.1%) were male. The table also shows the distribution of the respondents by highest qualification. 13(17.7%) has higher national diploma, 20(29.2%) has Bachelor Degree (BSc/BLIS/BLIT), 28(41.8%) has Master’s Degree(MSc/MLIS) and 7(11.3%) has Doctor of



Philosophy (PhD). The table also shows the distribution of the respondents by their age. A total of 7(11.7%) of the respondent were between the age range of less than 20years, 8(14.7%) are of the age range of 21-30. Furthermore, 27(36.0%) of the respondents are of the age range of 31-40 while 23(32.3%) of the respondents are of the age range of 41-50 and 3(6.3%) of the respondents are of the range age of greater than 50years of age. essentially, the largest percentage of the respondents for this study has MLIS followed by BLIS as well as 36-40years of age who as the highest rate followed by 41-45years.

Analysis of the data on research questions, interpretation and discussion of findings.

Research Question 1: what are the librarians’ perceptions of marketing library and information resources in university libraries?

Table 2: The librarians’ perceptions of marketing library and information resources in university libraries.

librarians’ perceptions of marketing library and information resources in university libraries	SA		A		4		SD		Total
	NO.	%	NO.	%	%	NO.	%	NO.	%
Marketing is important to providing library products and services	52	73.3%	9	15.7%	-	-	7	11.0%	100
Marketing adds no value to library products and services	5	6.7%	8	13.7%	-	-	55	79.6%	100
Library products and services are not marketable	14	23.3%	-	-	-	-	54	76.7%	100
Library products and services are marketable	47	59.6%	-	-	11	21.7%	10	18.7%	100
I do not have to market my library products and services before clients use them	49	72.6%	13	19.1%	-	-	6	8.3%	100
Marketing is meant for profit-oriented organizations	17	25%	17	25%	-	-	34	50%	100

Key: (SA= Strongly Agree; A=Agree; D=Disagree; SD=Strongly; Disagree)

Table 2 shows the librarians’ perceptions of marketing library and information resources in university libraries, it was revealed that the major librarians’ perceptions of marketing library and information resources in university libraries are Marketing is important to providing library products and services 52(73.3%), follow by librarians who indicated they do not have to



market their library products and services before clients use them 49(72.6%), while 47(59.3%) indicated Library products and services are marketable, more so on contrary view majority of respondents 55(79.6%) strongly disagree Marketing adds no value to library products and services, while 54(76.6%) also indicated Library products and services are not marketable and 34(50.0%) indicated Marketing is meant for profit-oriented organizations. This suggest that there’s no restricted to the marketing of library resources and services. These findings are in line with some previous findings by: Olorunfemi and Ipadeola (2018) observe that many librarians feel that marketing is somehow inappropriate for a public service institution such as library and see no need for such practice in a non-profit organization like library.

Research Question 2: what are the attitude to marketing of library and information resources by librarians in university libraries?

Table 3: Attitude to marketing of library and information resources by librarians in university libraries.

Items	SA		A		D		SD		Total
	NO.	%	NO.	%	%	NO.	%	NO.	%
I am always excited at the idea of marketing my library products and services	49	68.7%	1	3.3%	18	28.0%	-	-	100
I learn how to use electronic/social media to improve my library marketing activities	53	76.7%	-	-	15	23.3%	-	-	100
I put all my being into marketing my library products and services	60	81.3%	-	-	-	-	8	18.7%	100
I like to market my library products and	50	73.7%	-	-	18	26.3%	-	-	100



services anytime and anywhere I have opportunity to do it									
I always like to play an active role in marketing my library products and services	46	61.4%	7	16.3%	15	22.3%	-	-	100
I feel indifferent about the idea of marketing my library products and services	51	75%	-	-	-	-	17	25%	100

Key: (SA= Strongly Agree; A=Agree; D=Disagree; SD=Strongly; Disagree)

From the table above Table 3, it is revealed that the attitude to marketing of library and information resources by librarians in university libraries was they put all their being into marketing library products and services 60 (81.3%) while 53(76.7%) revealed I learn how to use electronic/social media to improve my library marketing activities more so, 51(75%) indicated I feel indifferent about the idea of marketing my library products and services while 50(73.3%) indicated I like to market my library products and services anytime and anywhere I have opportunity to do it. On a related study, Akpena (2019) reveals that most librarians in university libraries in North Central Nigeria have positive attitude towards marketing of information resources and services. However, findings from a study by Akphorohnor (2020) suggest that academic librarians in colleges of education in South-South Nigeria have negative attitude towards marketing of library services.

Research Question 3: what are the library and information resources marketed by librarians in university libraries?

Table 4: The library and information resources are they marketed by librarians in university libraries

Items	SA		A		D		SD		Total
	NO.	%	NO.	%	%	NO.	%	NO.	%
Text Books	50	73.3%	-	-	18	26.7%	-	-	100



Reference Materials	46	61.4%	7	16.3%	15	22.3%	-	-	100
Serial Publications	51	75%	-	-	-	-	17	25%	100
Posters	43	59.8%	-	-	25	40.2%	-	-	100
In-House Publications	61	79.6%	-	-	5	13.7%	2	6.7%	100
Computers	45	64.8%	-	-	23	35.2%	-	-	100
Audio Visual Materials	59	76.7%	-	-	-	-	9	23.3%	100
E-Journals	49	68.7%	1	3.3%	18	28.0%	-	-	100
Databases	34	50%	-	-	17	25%	17	25%	100
CDs/DVDs	50	73.3%	18	26.7%	-	-	-	-	100

Key: (SA= Strongly Agree; A=Agree; D=Disagree; SD=Strongly; Disagree)

Table 4 shows the library and information resources are they marketed by librarians in university libraries. It was revealed that the major library and information resources marketed by librarians in university libraries are In-House Publications 61(79.6%), followed by 59(76.7%) who indicated Audio Visual Materials while 51(75%) revealed Serial Publications and 50(73.3%)indicated Text Books and CDs/DVDs. This finding substantiate the finding of Martney (2009) opines that marketable library resources include books, periodicals, videos and films, while the marketable services are circulation, inter-library loan and document delivery, online searches, reference services and contracted services from other providers and bibliographic instructions provided by library personnel. Chuadhary (2011), marketing is not just about developing and promoting new services and products but also about bringing awareness to clients of existing services and products and determining their appropriateness, the study further revealed information resources marketed by university libraries include; textbooks, databases, CDs/DVDs, E-journals, computer services, Audio visual materials, reference materials, serial publications, posters, in-house publications, etc.

Research Question 4: what are the channels used for marketing library services in university libraries?

Table 5: The channels used for marketing library services in university libraries.

Items	SA		A		D		SD		Total	
	NO.	%	NO.	%	%	NO.	%	NO.	%	
Use of social media	51	75%	-	-	17	25%	-	-	100	
Promotion of library resources and services	38	59.8%	-	-	15	20.1%	15	20.1%	100	



Customer care Desk	52	77.7%	-	-	16	22.3%	-	-	100
Public relations and publicity	60	79.6%	-	-	6	13.7%	2	6.7%	100
Publication of New Arrival list	52	77.7%	-	-	-	-	16	22.3%	100
Use of library website	49	68.7%	1	3.3%	18	28.0%	-	-	100
Librarian Bulletin	34	50%	-	-	17	25%	17	25%	100
Circulation of accession list	50	72.6%	-	-	-	-	18	27.4%	100
Advertisements	51	75%	-	-	8	12.2%	9	12.8%	100

Key: (SA= Strongly Agree; A=Agree; D=Disagree; SD=Strongly; Disagree)

From the table above Table 5, it is revealed that 166(79.6%) respondent use Public relations and publicity followed by 60(79.6%) indicated Public relations and publicity followed by 52(77.7%) indicated Customer care Desk and Publication of New Arrival list more so, 51(75%) indicated Advertisements and social media use as the channels used for marketing library services in university libraries. On a related study, Sommers and Barnes (2001), as an advertising medium, radio’s big advantage is its low cost.

Research Question 5: what are the impediments to marketing library and information resources in university libraries?

Table 6: The impediments to marketing library and information resources in university libraries

Items	SA		A		D		SD		Total
	NO.	%	NO.	%	%	NO.	%	NO.	%
Librarians do not know how to market library resources.	65	90.7%	-	-	3	9.3%	-	-	100
The library does not have any marketing policy	67	97.3%	1	2.7%	-	-	-	-	100
Marketing objectives cannot b	59	77.7%	-	-	9	22.3%	-	-	100



e expressed in concrete and measurable terms									
The library does not have necessary facilities required for marketing library resources	66	91.8%	2	8.2%	-	-	-	-	100
Library administration does not have a budget for marketing library resources	62	89.0%	6	11.0%	-	-	-	-	100
Librarians are reluctant to market library resources	66	91.8%	-	-	-	-	2	8.2%	100
Librarians have no time to market library resources	52	59.8%	8	20.1%	-	-	8	20.1%	100
Librarians do not understand the concept of marketing library resources	60	79.9%	8	20.1%	-	-	-	-	100

Key: (SA= Strongly Agree; A=Agree; D=Disagree; SD=Strongly; Disagree)

Table above Table 6 revealed the impediments to marketing library and information resources in university libraries. It was revealed that 67(97.3%) indicated The library does not have any marketing policy, 66(91.8%) indicated The library does not have necessary facilities required for marketing library resources and Librarians are reluctant to market library resources, while 65 (90.7%) indicated Librarians do not know how to market library resources more so, 62(89.0%) indicated Library administration does not have a budget for marketing library resources and 60(79.9%) revealed Librarians do not understand the concept of marketing library resources. In a related study, (Alemna, (2001); Al-Bahrani and Gray, (2004); Estall and Stephens, (2011); and Pathak and Jain, (2013).Tanui and Kitoi (1993) listed the internal and external constraints that hinder the marketing of library services. The internal constraints include: - Lack of marketing knowledge by library staff - The traditional views of libraries as



mere repository collections of books and journals. - Lack of proper and adequate funding - Lack of appreciation by library staff of the fact that present library clientele are more enlightened on the library demands. The external constraints include: - Temporary market audience - Lack of commitment by some university administration officials to support the library fully. - Misdirected organizational objectives, etc.

Conclusion

Considering the findings of this study, the following conclusions were drawn from the outcomes of the study. The study focus on the attitude and perception of librarians toward marketing library and information resources in university libraries in Kwara State. The study provided empirical data on variables that predicted the marketing of library services. In light of the findings obtained in this study, the following conclusions were reached. The librarians in university libraries in Kwara State Nigeria have positive perception and a positive attitude towards marketing of library services.

Recommendations

The following recommendations are suggested based on the findings of the study:

1. Librarians should improve their attitude with a view to optimizing the marketing of library services by embracing the basic ethical issues that ensure sustainability in service marketing.
2. The librarians should not only maintain but also consolidate on their positive perception towards marketing of library services by having positive view on being able to achieve the objectives of the library through effective service marketing.
3. The university management with government should budget for marketing of library resources
4. Librarians should be trained by service marketing professional on the basic of marketing strategies and the effective ways of using marketing tool in order to maintain a good relationship with users and increase patronage.
5. More conferences, seminars, workshops on marketing and customer service should be organized by librarians in order to improve their attitude and perception to marketing library service.
6. The library should provide necessary facilities needed for marketing library resources,



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